

ABSTRACT OF THE DISCLOSURE

An image data output apparatus for outputting to a second medium, which is a different type of medium than a first medium, image data recorded in the first medium received from a customer, the apparatus, which includes: a reader for reading out the image data recorded in the first medium; an output unit for outputting the image data to the second medium; a digital contents storage unit for storing digital contents to be stored in the first medium; a selector for selecting from a plurality of said digital contents stored in said digital contents storage unit said digital contents to be provided to the customer based on a predetermined selection condition; and a recorder for recording said selected digital contents in the first medium.